

The Evening Herald.

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LEND A HAND.

LEND a hand and every dollar you can spare to the Commercial club's advertising fund committee. The committee has pledges totaling \$2,100. It requires not less than \$3,000 to carry out the campaign of advertising Albuquerque planned by the club.

If community advertising were a new and untold thing there might be some fair reason why Albuquerque should hesitate to go into it. But it is not new. We have before us the example of and the results obtained by dozens, even hundreds, of progressive cities which have been built up in a few years by advertising. We have here one of the best advertising propositions on earth. It is lying idle. Why should we hesitate to use it? Why should we wait to take advantage of an opportunity of the sort this campaign will give us and which all of us know we need?

We've had plenty of conversation about this advertising proposition. Let's get behind the committee and put it through.

LOADS OF DIRT.

IT IS safe to assume that the second ward of Albuquerque was no filthier when the city's benevolent annual clean-up began than the other wards.

Out of the second ward came 188 loads of dirt, refuse, filth. There are four wards. Assuming the large city dump wagon had as much business in the other three wards as in the second, we have 720 large loads of filth which have been accumulating in our back yards and alleys during the past twelve months—or since the last time the municipal housecleaning struck us.

Had Mayor Sellers, or the board of health, or the council, or whoever is responsible for the health and cleanliness of this city, followed the strict line of duty, those 720 loads of filth would never have been permitted to accumulate. There are abundant legal provisions to enforce their removal by the people responsible for them. The city has plenty of officers to enforce the sanitary laws in a city double the size of this one. It has a board of health, a city physician and a health officer, the two latter being paid to enforce the health and sanitation laws and ordinances.

Yet 720 loads of unsightly, ill-smelling, disease-breeding filth are permitted to accumulate in alleys and stay there a whole year, to be removed at public expense in an amateurish kind of enthusiastic cleanliness. Why not try enforcing the law? That simple course will bring about three desirable results:

(1) The city will save money.
(2) It will not be necessary to advertise each spring that we have been living in filth all winter.
(3) We will have a really clean and sanitary and healthy city.

GETTING RESULTS.

GOVERNOR LEE CRANE of the great state of Oklahoma—long may she wave—has a direct method of enforcing the law which is interesting and fraught with almost countless possibilities.

Oklahoma has a law prohibiting almost everything under the sun, except oil and political endeavor. Among other laws is one prohibiting the crime of horse racing. To conduct a horse race in the great state of Oklahoma is almost as criminal as to use a short ledger.

The Jockey club in the wicket but thriving city of Tulsa undertakes to hold a race meeting. The governor sent word calling attention to the law. The Jockey club, peremptory, sent out his standing army, and by the simple but effective method of shooting the notices as they started at the barrier, stopped the meeting. We call that getting results.

Doubtless Governor Crane, encouraged by his success in the racing matter, will now proceed to use the state militia in enforcing other laws prohibiting evils which, while not so dangerous as horse racing, are believed to exist. There is, for instance, the law against selling whiskey and drinking the same. It has been rumored that this law has been violated in that same bad but busy city of Tulsa. How simple and effective it will be for Governor Crane to station his standing army advantageously and have it shoot the flat bottle from the hip of

the citizen homeward bound. What an opportunity for marksmanship the average drug store offers. Just the simple order, "When you see a big shot fit," and the deed is done. The law is served. Governor Crane has made one of the great forward steps in law enforcement. His niche in the hall of fame will make even that of the vigorous and efficient Colquitt look like a vacant post-hole.

THE SAVING SENSE.

NEW MEXICO and Arizona are to be congratulated upon having governors with a keenly developed sense of humor.

Wednesday while paying a friendly visit to Agua Fria, across the border from Douglas, Arizona, the adjutant general of Arizona, who accompanied the two governors as a military escort, was forcibly detained and released only when he and his men consented to leave their side arms. The side arms seem to have been left permanently.

Governor Hunt and Governor McDonald chose to regard the incident as an outbreak of uncontrollable constitutional humor, which, doubtless, was the wisest way to regard it.

One cannot help wondering what would have been the outcome of such an incident had Governor Colquitt of Texas been a participant in the visit of the party. Great Texas Rangers!

GENERAL SALAZAR AND HIS ATTORNEY.

ELEGO BACA, of this city, the most aggressive of the candidates for the Republican nomination for congress, is in a fair way to gain national prominence, whether he gets into congress or not, through his connection with the case of the United States of America vs. General Jose Luis Salazar, now under arrest and soon to be tried for violation of the neutrality laws. Mr. Baca is attorney for General Salazar, and in that capacity he visited Washington recently where he was able to give some excellent advice to the various departments and to congressional committees on the Mexican situation.

Mr. Baca announces that he will clear his client, who he says is not guilty. Salazar, in fact, is being detained by the United States, according to Mr. Baca, simply because the government fears to allow Huerta to have the advantage of the general's military ability and diplomatic finesse. This being the case, and our government being on none too cordial terms with Huerta, in spite of the latter's readiness to apologize when squeezed, the outlook is none too bright for the early release of Mr. Baca's client.

We do not know much about General Salazar's military and diplomatic skill; but we will say that we have great respect for the marked abilities along these lines possessed by his attorney, and therefore look with some misgiving upon the coming congressional campaign.

THE MINERAL EXHIBIT.

THE state exposition commission has made a wise move in providing money and space for an elaborate mineral display at the coming San Diego exposition, and a wise selection in placing the head of the state school of mines, Dr. F. A. Jones, in charge of its preparation.

Dr. Jones, in addition to his scientific equipment, has wide and practical knowledge of the mineral resources of New Mexico, and an enthusiasm for their exploitation along some lines that will make his services invaluable.

Up to a very few years ago such

of this state as had been of an unfortunate nature. We have had more than our share of disasters, if not take mining promotions, and the inevitable failure of these has cast discredit upon enormous deposits of ores which make up in quantity what they lack in grade and which, it has been demonstrated, can be mined with great profit. This with regard to metal mining.

Dr. Jones, wisely, is going to demand attention in the San Diego exposition for our coal, our tire clays and building stone. He will make an exhibit of gold and silver of high grade and some ores of rarer ores and even radium bearing ore. But he will lay stress upon the less glittering but vastly more stable resources of iron and coal, clay, building stone, low grade copper and salt. These constitute an underground source of wealth which few of us know about. It is safe to predict that the average New Mexican will be astonished by this mineral exhibit and the statistics which will accompany it.

It is unfortunate that the exhibit

cannot be shown at the larger exposition in San Francisco. The state commission, however, has determined that it is better to be a large frog in a comparatively small puddle than to be utterly lost in a huge one, and probably the commission is right.

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